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GROUP AND CROSS-MEDIA OWNERSHIP OF TELEVISION STATIONS: 1987

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GROUP AND CROSS-MEDIA OWNERSHIP OF TELEVISION STATIONS: 1987

HERBERT H. HOWARD, Ph.D.

UNIVERSITY OF TENNESSEE

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EXECUTIVE SUMMARY

This study was undertaken to provide current data on (1) TV station multiple ownership, (2) cross-media ownership involving co-located television stations and daily newspaper properties, (3) newspaper-TV ownership affiliations not involving local cross-media ownership, and (4) other media holdings of the largest television groups. This report presents a statistical profile of television group station ownership as of January 1, 1987.

Group ownership of two or more radio and television stations is a long established characteristic of broadcasting in the United States. During 1987, group ownership of television stations continued its long-term expansion. Within the top-100 markets 485 stations were group-owned on January 1, 1987. These stations represent 75.6% of the stations in the top-100 markets. A slightly larger number of groups owned these stations in 1987, 187, as compared to the number owning top-100 market stations in 1986, 180.

Turning to newspaper-affiliated television stations, the percentage of these types of television stations declined slightly in 1987 from the previous year, 28.7% from 29.6%. Only 5.2% involved local newspaper affiliation. This represents a decline since 1975 when the percentage was 16.1%.

Finally, the top 25 groups own a number of other media properties. Eight of these groups own cable systems, while 10 publish daily newspapers, and 5 hold radio station licenses.

GROUP AND CROSS-MEDIA OWNERSHIP OF TELEVISION STATIONS: 1987

Since the Federal Communications Commission adopted a more liberal set of rules governing multiple ownership of television stations, effective March 4, 1985, TV station ownership in the United States has undergone rapid change.[1] The new rules did two things: (1) raise the number of stations a single entity may hold from 7 to 12 and (2) establish a ceiling such that the group's total potential audience reach can not exceed 25% of the nation's television households.[2]

Under the FCC's 1984 rules, household coverage for each group owner is based on the Arbitron Ratings Company's estimate of TV households (as a percentage of the national total) in Areas of Dominant Influence (ADI) where the group's stations operate. The proviso that a full complement of stations must include a specific number (formerly two) of UHF facilities was dropped from the rules. Instead, the Commission, recognizing coverage differences between VHF and UHF stations, counts only 50% of the market household percentages for UHF stations toward the 25% coverage ceiling. This 50% UHF discount applies to all UHF stations since the Commission does not distinguish between UHF stations in mixed VHF/UHF markets and those in all-UHF markets.

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[1] 100 FCC 2d. 74 (1985). See 47 C.F.R. 2d. 73.3555 (1986)

[2] The final order also provided that a group may acquire in each service up to 14 AM, 14 FM and 14 television facilities provided at least two of the stations in the portfolio are minority-controlled. For the purposes of the multiple ownership rules, *minority ownership* is defined as "more than 50 percent owned by one or more members of a minority group." 47 C.F.R. Sect. 73.3555(d)(3)(iii)(1986).

In addition to liberalizing the multiple-ownership rules for television, the FCC's order also raised the number of AM and FM stations allowed under common ownership from 7 to 12 each. Two other ownership rules not affected by the 1984 order were those concerning duopolies and cross-media ownerships. The duopoly rule,[3] adopted in 1943, prohibits common ownership of more than one station of each type in a given market area, while the cross-media ownership rule[4] forbids the establishment of media combinations involving TV stations, daily newspapers, and radio outlets that serve the same community. Although the cross-media ownership rule did not force divestiture of existing media holdings, the number of commonly-owned local TV-newspaper combinations has dropped sharply since this rule was adopted in 1975.[5]

For a variety of economic reasons, the television industry began to undergo significant structural change almost immediately after the new "12-12-12 rule" went into effect. Before 1985 ended, one group (Taft) reached the limit of 12 TV stations through the acquisition of another group owner (Gulf). Several other prominent groups quickly increased their holdings to more than seven stations. The merger of Capital Cities Communications and ABC resulted in an entity with more than 24% coverage of the nation's ADI households even though CCC/ABC only has eight TV stations. In one of the largest corporate acquisitions in history, General Electric's 1986 buyout of RCA/NBC produced combined ADI coverage of 21.01% of U.S. television households. Since the multiple-ownership rules were changed in 1985, numerous other

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[3] FCC Order 84-A (1943); FCC Order 84-B (1944).

[4] Second Report and Order (Docket 18110), 32 R.R. 2d 954 (1975).

[5] The FCC currently is considering a possible revision of its cross-media ownership rule which would permit common ownership of AM-FM and UHF television as well as AM and VHF television stations in the same market. In that same proceeding the FCC is considering relaxing the duopoly rules as they apply to AM-AM combinations. FCC Docket 87-7.

acquisitions, mergers, and buyouts have occurred or have been planned. (See footnote 12).

This study was undertaken to provide current data on (1) TV station multiple ownership, (2) cross-media ownership involving co-located television stations and daily newspaper properties, and (3) newspaper-TV ownership affiliations not involving local cross-media ownership. This report presents a statistical profile of television station ownership as of January 1, 1987.

Special attention has been given to ownership trends and to multi-media holdings of the 25 largest TV groups. In addition, the percentages of the nation's television households reached by various station groups have been calculated, using the FCC's national market reach formula, as well as net weekly circulation (NWC)[6] values. Finally, data were collected on other media holdings of the top 25 (NWC ratings) television groups. Out of those 25 groups, 8 own cable systems, 10 publish daily newspapers and 16 own radio stations.

HISTORICAL BACKGROUND

Group ownership of radio and television stations is a long established characteristic of broadcasting in the United States. The practice began in the early 1920s when Westinghouse Electric established radio stations in Pittsburgh, Boston, Chicago, and other cities. Numerous radio groups existed before World War II, and TV group ownership followed with the emergence of television broadcasting after the war. As shown in Figure 1, TV group ownership has grown steadily since rules

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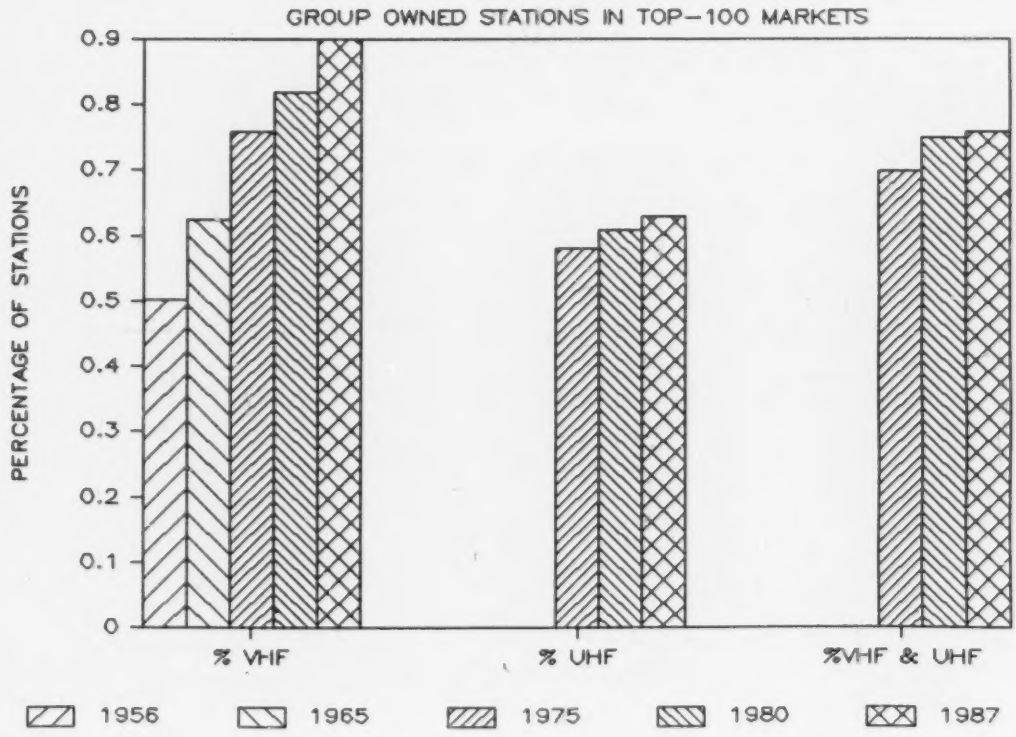
[6] Arbitron defines *net weekly circulation* as "an estimate of the average number of unduplicated television households which viewed a station for at least five minutes at least once during the week. Also referred to as 'net weekly audience.'" *The Arbitron Glossary*, June 1986, Arbitron Ratings Company.

governing the practice were first adopted. In 1956, three years after the FCC established the ownership limits, more than half of the VHF stations in the top-100 markets were group owned. Today, nearly 9 of every 10 VHF outlets in those markets now licensed to multiple-station owners.

Figure 1



Historically, group ownership of UHF properties developed at a slower pace. However, during recent years, acquisition of UHF stations by group owners has accelerated sharply as the economic potential of many UHF stations has increased. At the same time, the <u>percentage</u> of group-owned UHF stations has risen slowly because

of the steady increase in the number of operating UHF stations. This development and other current trends will be explored in this report.

A second aspect of this study focuses on newspaper ownership of TV stations. In 1973, when the FCC examined the cross-media ownership issue, 16.1% of the commercial television stations in the top-100 markets (60 of 372) were either licensed to or affiliated with a local daily newspaper.[7] By 1986, a dramatic decline in the ownership of co-located newspaper-TV properties had occurred. Only 31 TV stations, or 5.2% of the 595 outlets licensed in the top-100 markets, were affiliated with co-located daily newspapers at the start of 1986.[8] At the same time, the overall number of newspaper-television affiliations had increased substantially due to the growth of media companies engaging in both broadcasting and print enterprises. Of the 595 stations in the top-100 markets at the start of 1986, 176, or 29.6%, were newspaper-affiliated, compared with 77 of 372 stations, or 20.7%, in 1973.[9]

METHOD OF STUDY

This study is based on a tabulation of new data on the ownership of television stations in the United States as of January 1, 1987. The author maintains files of TV ownerships which he updates continuously from FCC announcements of license transfers and new station start-ups, with further verification of ownership changes, as needed, by direct contact with stations involved. The rosters of stations credited to

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[7] Herbert H. Howard, "Cross Media Ownership of Newspapers and TV Stations," Journalism Quarterly, 51:71 (Winter 1974).

[8] Herbert H. Howard, Group and Cross Media Ownership of Television Stations: 1986. (Washington D.C.: National Association of Broadcasters), p. 14.

[9] Herbert H. Howard, Multiple Ownership in Television Broadcasting. (New York: Arno Press, 1979), p. 183.

each group include all transfers of ownership that have been approved by the FCC up to the first day of 1987. In some cases, the actual assumption of station operation by the new licensee had not yet taken place.

In addition to the number of stations held, a group's economic potential also depends on the number of viewers its stations can reach (determined by market size and coverage, and attractiveness of the programming offered). Therefore, audience reach also should be considered in any comparison of station groups.

As in previous studies, Arbitron's net weekly circulation (NWC) data have been used to determine the total weekly reach or circulation of each TV station group, based on station holdings (including transfers approved) on January 1, 1987. A circulation profile was developed for each of the 187 identified groups, using NWC data published in Television Factbook No. 55 (1987).[10] These groups, ranked by net weekly circulation are shown in Appendix A.

The total percentages of the nation's TV households in each group's respective markets are included in Appendix A. These percentages were calculated from data in Arbitron Ratings/Television (1986-87 Universe Estimates Summary).[11]

Appendix B lists the 100 largest ADI market areas (1986-87) with their percentages of national TV households, the data used by the FCC to compute market percentages toward the 25% ceiling. With these data, one may specify what markets a group could add without exceeding the limit or what stations a newly merged group could divest to meet the 25% rule.

The various tables presented here use as a base the 617 TV stations (298 VHF and 319 UHF) determined to be operational in the 100 largest U.S. markets at the

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[10] Television Factbook No. 55. (Washington, D.C.: Television Digest, Inc., 1987).

[11] Arbitron Ratings/Television (1986-87 Universe Estimates Summary). (New York: Arbitron Ratings Company, 1986).

start of 1987. Market rankings are those published by the Arbitron Ratings Company for 1986-87.[12] This list, based on the number of television households in each ADI market, is revised annually, resulting in slight changes from year-to-year in the composition of the top-100 markets.

THE FINDINGS

During 1987, group ownership of television stations continued its long-term expansion. Within the top-100 markets, an all-time high of 485 stations were group-owned on January 1, 1987, compared to 451 on the same date in 1986.[13] This increase of 34 stations occurred during a year in which the number of stations in the

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[12] ADI Market Rankings 1986-87. (New York: Arbitron Ratings Company, 1986).

[13] Several ownership changes occurred just before and just after January 1, 1987. Data on the 25 highest-ranking groups include the following station acquisitions:

a) Gillett Broadcasting acquired these stations from Blair in 1986: KOKH, Oklahoma City; KSBY, San Luis Obispo, CA; and KSBW, Salinas-Monterey, CA. Gillett also acquired WMAR, Baltimore, and WRLH, Richmond, from the Abell Co.

b) Home Shopping Network (Silver King Broadcasting) acquired the following stations in 1986: WPWR, Aurora (Chicago) IL; KTHT, Alvin (Houston), TX; WVJV, Marlborough (Boston), MA; WCLQ, Cleveland; KIHS, Ontario (Los Angeles), CA; WKJL, Baltimore; WWHT, Newark, NJ (New York); and WSNL, Smithtown, NY.

c) Cosmos acquired KAIT, Jonesboro, AR, and KPLC, Lake Charles, LA.

The following transfers involving the 25 largest groups, announced during 1986 and early 1987, are not included in this report since the FCC's approvals did not occur before January 1, 1987. Resulting changes in the percentages of the nation's TV households are shown in Table 4 in a separate column.

a) Taft Broadcasting's sale of these stations to the TVX Group: WDCA, Washington; WCIX, Miami; WTAF, Philadelphia; KTXA, Dallas; and KTXH, Houston.

b) Gaylord's sale of WVUE, New Orleans, to Burnham.

c) Home Shopping Network's purchase of KPST, Vallejo (San Francisco); KTLJ, Dallas; and WSJT, Vineland, NJ (Philadelphia).

d) NBC's acquisition of WTVJ, Miami, from Kohlberg, Kravis & Roberts.

e) Trinity Broadcasting's acquisition of KDTX, Dallas; and WCLJ, Bloomington, IN.

f) The forced divestitures of stations by the Spanish International Network organization and by RKO General, not yet accomplished, are not included here.

100 largest markets increased by 22, from 595 to 617. New UHF independent TV stations accounted for most of the increase in station population.

Despite the TV industry's consolidation, 36 new television groups were formed during 1986,[14] resulting in a slightly larger total number of groups than the year before -- 187 in 1987, compared with 180 in 1986. Group ownership also increased on a percentage basis during 1986. Overall, the 485 group-owned stations represent 78.6% of the 617 VHF/UHF outlets in the top-100 markets, compared with 75.8% at the start of 1986. The current percentage approaches the all-time high of 79.0% recorded in 1982, when the number of TV stations in the 100 largest markets was much smaller (420).[15]

The trend toward higher percentages of group ownership among VHF stations continued during the past year. Collectively, as 1987 began, multiple station owners operated 89.9% of the VHF stations in the top-100 markets in 1986, compared with 87.9% in 1985 and 83.9% in 1984. Although group ownership of UHF stations continues to lag behind VHF on a percentage basis, the increase there has been dramatic in absolute numbers, rising from 134 in 1984, to 189 in 1986, and to 217 as 1987 began. This increase of 83 stations in three years also is reflected in the percentage figures (60.1% in 1984 vs. 63.6% in 1986 and 68.0% in 1987) even though the number of UHF outlets in the top-100 markets grew at an astonishing rate (43%) during the past three years--from 223 in 1984 to 297 in 1986 to 319 in 1987.

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[14] Included in the 36 new firms are both newly formed groups of two or more stations and new multiple owners who purchased existing station groups. The most dramatic development in this area was the emergence of Home Shopping Network, which now holds licenses for nine stations and has three other acquisitions pending.

[15] Herbert H. Howard, Television Station Group Ownership and Cross-Media Ownership: 1982. (Washington, D.C.: National Association of Broadcasters, 1982), p. 4.

As shown in Table 1, group ownership predominates at every level within the top-100 markets for both VHF and UHF stations. Despite the prevalence of multiple ownership in these markets, a significant degree of diversity exists. More than 100 different organizations own the 485 group stations in the first 100 markets. Furthermore, in markets of all sizes, some 187 different groups (excluding those that operate satellite transmitters purely as repeater stations) own completely or partially the licenses to 765 stations, an average of 4.1 per group. The latter figure represents a significant breakthrough for group ownership since this is the first year that the average number of stations per group has exceed 4.0. This change reflects the impact of the 1984 multiple ownership rules which permit groups to hold more than seven TV licenses.

TABLE 1

GROUP OWNERSHIP OF TV STATIONS BY MARKET RANK

January 1, 1987

Market Rank	VHF No.	VHF G/O	VHF %	UHF No.	UHF G/O	UHF %	VHF & UHF No.	VHF & UHF G/O	VHF & UHF %
1-10	42	40	95.2	66	41	62.1	108	81	75.0
1-25	95	88	92.6	120	82	68.3	215	170	79.1
26-50	69	64	92.8	74	54	73.0	143	118	82.5
51-75	72	62	86.1	67	44	65.7	139	106	76.2
76-100	62	54	87.1	58	37	63.8	120	92	75.8
1-100	298	268	89.9	319	217	68.0	617	485	78.6

Table 2 indicates how many groups held the various numbers of television stations allowed under the FCC's "12-12-12 rule" on January 1, 1987. Significantly, 17 owners held licenses for more than seven stations and three held the maximum number as 1987 began. Overall, 29 groups owned seven or more stations less than two years after the liberalized ownership rule went into effect.[16]

TABLE 2

GROUP OWNERSHIP BY NUMBER OF TV STATIONS

January 1, 1987

Stations Held	No. Groups	No. Stations
12	3	36
11	0	0
10	1	10
9	6	54
8	7	56
7	12	84
6	9	54
5	25	125
4	31	124
3	36	108
2	57	114
TOTAL: 187 (1)	765 (2)	

(1) Excludes nine satellite-only groups (20 stations)
(2) Ownership of 11 stations is shared by two or more groups. Therefore, 755 different stations are included in this number.

[16] Groups with seven or more stations as of 1/1/87 included:
Adams (7); Bahakel (7); Beam (7); Benedek (8); Capital Cities/ABC (8); Cosmos (8); Cox (8); Fox (7); Gannett (8); Gaylord (7); Gillett (12); Heritage (12); Home Shopping Network (9); Knight-Ridder (9); Kohlberg, Kravis & Roberts (9); Lee (8); Lin (7); Media Central (9); Meredith (7); Park (7); Pulitzer (8); Scripps-Howard (9); Spanish International (7); Standard Communications (7); Stauffer (9); Taft (12); Trinity (10); TVX Group (7); and United/Chris Craft (7).

Table 3 shows the highest and lowest rankings for groups with each of the possible numbers of stations. Wide disparities in rank and circulation continue to exist between groups with equal numbers of stations.

TABLE 3

HIGH AND LOW CIRCULATION RANKINGS ON TV GROUPS*

(1987)

No. Stations	Highest Rank	Lowest Rank	Highest ADI TVHH Percentage	Lowest ADI TVHH Percentage
12	6	30	12.3	3.0
11	0	0	0.0	0.0
10	171	171	0.1	0.1
9	7	99	10.9	0.7
8	2	34	22.4	2.7
7	4	109	17.9	0.6
6	1	69	24.1	1.3
5	8	119	10.5	0.5
4	5	173	17.4	0.1
3	47	147	1.9	0.3
2	24	178	3.7	0.1

* Groups with complete circulation data.

As stated earlier, a profile of all TV groups is presented in Appendix A, showing numbers of stations, net weekly circulation, and percentages of the nation's TV households reached. An analysis of the NWC data for these 187 television groups reveals the following industry profile:

1) Two groups now reach more than 20% of the nation's estimated 87,614,900 television households (1986-87). However, only five groups reach as much as 15%, and

only eight groups serve more than 10% of the nation's TV households. These firms include the three network owned-and-operated (O&O) groups, the Fox network group, and four large independent chains.

This year, Tribune Broadcasting Co. and Capital Cities/ABC retained first and second places, respectively, in aggregate weekly circulation (24.1% and 22.4%), while CBS (17.4%) slipped from third to fifth place due to the sale of its St. Louis station. NBC/GE (19.6%) moved up from fourth to third place with the combination of NBC's O&O group and General Electric's Denver station. With the addition of its Boston station, Fox Television (17.9%) moved from fifth to fourth place. However, the most dramatic move among this top echelon of group owners was the decline of RKO General (3.7%) from seventh to 24th place following the approval of its sale of WOR-TV to MCA. (Note: This sale had not been consummated by January 1, 1987.) Other groups with NWC exceeding 10% include Taft (12.3%); Kohlberg, Kravis & Roberts (10.9%); and Westinghouse (10.5%).

2) Nine groups now reach between 5% and 10% of the nation's TV households.[17] Twenty-one groups reach between 2.5% and 5.0%, while 44 groups reach between 1.0% and 2.5%. Finally, 105 groups, or more than half (56.6%) of the total number of multiple-station licensees, reach less than 1.0% of the nation's television households each week. Of these 105 smaller firms, 71 have a weekly circulation of less than 500,000 households (0.6%); and 41 groups reach fewer than 250,000 homes, (0.3%) on a net weekly basis. The smallest group with complete NWC data available attracts only 60,800 viewing households weekly to its two TV stations.

The 25 highest ranking groups using the FCC's 25% formula (ADI market percentages) are shown in Table 4. Household reach figures for all groups, using the FCC formula, are given in Appendix A. These percentages determine how much growth any group could experience from the acquisition of additional stations, up to

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[17] Groups reaching between 5% and 10% of the nation's TV households on a NWC basis include Cox (9.8%); Gannett (8.5%); United/Chris Craft (8.4%); Scripps-Howard (8.1%) Gaylord (7.6%); Hearst (7.5%); A. H. Belo (5.3%); Post-Newsweek (5.0%); and Gillett (5.0%).

the limit of 12 stations and/or 25% of the nation's television households. Two groups (CCC/ABC and NBC/GE) now exceed 20%, and three others (CBS, Fox TV, and Tribune Broadcasting) are closely approaching that figure. Five others fall between 10% and 14%, while 10 groups reach between 5% and 10% of the nation's households.

TABLE 4

PERCENTAGES OF THE NATION'S TV HOUSEHOLDS REACHED BY THE 26 LARGEST GROUPS USING FCC FORMULA*

(January 1, 1987)

Rank	Group Owner	Number of Stations	% of U.S. TVHHs	% TVHH with Proposed Purchases/Sales
1.	Capital Cities/ABC	8	24.43%	
2.	NBC/GE	6	21.01	22.38%
3.	CBS	4	19.46	
4.	Fox	7	19.39	
5.	Tribune	6	18.69	
6.	Home Shopping Network	9	11.54	15.15
7.	Taft	12	10.84	5.33
8.	United/Chris Craft	7	10.41	
9.	Trinity	10	10.31	11.69
10.	Westinghouse	5	10.11	
11.	Kohlberg, Kravis, Roberts	9	9.88	
12.	Spanish International	7	9.39	0.00
13.	Cox	8	8.91	
14.	Gannett	8	8.80	
15.	Scripps-Howard	9	7.59	
16.	Gaylord	7	7.21	6.47
17.	Blair	4	7.16	
18.	Hearst	6	6.92	
19.	RKO General	2	5.84	0.00
20.	A. H. Belo	5	5.68	
21.	Post-Newsweek	4	4.72	
22.	H&C Communications	6	4.68	
23.	Lin	7	4.66	
24.	Knight-Ridder	9	4.61	
25.	Gillette	12	4.44	
25.	Grant	3	4.44	

* UHF station audience coverages are discounted 50% by the FCC.

Noticeable differences exist between the rankings based on the FCC formula and those based on net weekly circulation. Even so, 21 group owners appear on both lists of the top-25 multiple station licensees. Differences between the two ranking systems (i.e., differences between potential and actual audience) result from such factors as (1) cable carriage of certain independent stations which effectively extends a signal's reach; (2) ownership of several large market independent stations that engage in narrow target audience (ethnic and religious) programming; and (3) ownership of stations that have not yet been fully developed.

CROSS-MEDIA OWNERSHIP

Two significant trends have prevailed for several years with respect to newspaper ownership of TV stations. First, a steady increase in the overall co-ownership of newspaper and television properties has occurred. Second, despite the increase in common ownership of electronic and print media properties, a marked decline has taken place in local cross-media ownership of TV stations and daily newspapers in the top-100 markets.

As shown in Table 5, 177 of the 617 TV stations in the top-100 markets were newspaper-affiliated at the start of 1987.[18] For 1986, this represents a gain of only one newspaper-affiliated television station from the previous year. However, with the greater number of stations on-the-air in 1987, the percentage of newspaper-affiliated TV outlets declined slightly, from 29.6% to 28.7%. Note also that newspaper ownership of television stations is relatively evenly spread across the four quartiles of the top-100 markets and that newspaper affiliations among VHF stations continue to be much higher than among UHF stations.

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[18] By newspaper-affiliated we mean that the owner of the television station owns at least one newspaper either in the same market or in another market.

TABLE 5

NEWSPAPER OWNERSHIP OF U.S. TELEVISION STATIONS

January 1, 1987

Market Rank		VHF Total	VHF No.	VHF %	UHF Total	UHF No.	UHF %	VHF & UHF Total	VHF & UHF No.	VHF & UHF %
1-10	(a)	42	24	57.1	66	9	13.6	108	33	30.6
1-25	(b)	95	44	46.3	120	14	11.7	215	58	27.0
26-50	(c)	69	35	50.7	74	10	13.5	143	45	31.5
51-75	(d)	72	34	47.2	67	7	10.4	139	41	29.5
76-100	(e)	62	24	38.7	58	9	15.5	120	33	27.5
1-100	(f)	298	137	46.0	319	40	12.5	617	177	28.7

NOTES:
(a) 5 VHF stations are cross-owned with local newspapers in markets 1-10.
(b) 8 VHF stations are cross-owned with local newspapers in markets 1-25.
(c) 7 VHF and 1 UHF stations are cross-owned with local newspapers in markets 26-50.
(d) 2 VHF stations are cross-owned with local newspapers in markets 51-75.
(e) 7 VHF and 2 UHF stations are cross-owned with local newspapers in markets 76-100.
(f) 24 VHF and 3 UHF stations are cross-owned with local newspapers in the top-100 markets.

The number of local cross-media ownerships between television stations and daily newspapers in the top-100 markets declined again (by four) during 1986. Only 27 stations in the top-100 markets, or 5.2%, involved local cross-media ownerships. On a long-term basis, this represents a decline of 33 stations since 1975, when 60 stations, or 16.1%, were commonly owned with local dailies. With three exceptions, all newspaper/television cross-media ownerships involve VHF properties. Three such combinations were dissolved when these newspaper-affiliated stations were sold during 1986: WMAR-TV, Baltimore; WHAS-TV, Louisville; and WHBF-TV, Rock Island, Ill.

Also, Times-Mirror sold the Times-Herald in Dallas, leaving KDFW-TV without its long-time newspaper companion.[19]

OTHER MEDIA HOLDINGS

In addition to newspaper-TV cross-ownerships, many television owners also hold interests in radio stations, cable systems, and other businesses. Eight of these major TV firms own cable systems, while 10 publish daily newspapers, and 15 hold radio station licenses. Table 6 provides data on the cable, newspaper, and radio holdings of the top-25 TV groups (FCC and NWC rankings).

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[19] Fox TV has been granted a period of time in which to dispose of newspaper properties in New York and Chicago where the company acquired TV stations of the Metromedia group.

TABLE 6

OTHER MEDIA HOLDINGS OF TOP-25 TV GROUP OWNERS

January 1, 1987 Estimates

Group	FCC	NWC	Cable Systems	Cable Subs	Newspapers #	Newspapers Circulation	Radio AM	Radio FM
Tribune	1	5	--	----	7	2,620,000	3	2
CC/ABC	2	1	--	----	9	945,000	9	8
NBC/GE	3	2	--	----	-	-----	3	5
Fox	4	4	--	----	3	1,275,000	-	-
CBS	5	3	--	----	-	-----	7	11
Taft	6	7	32	200,00	-	-----	6	8
KKR	7	11	150	1,850,000	-	-----	-	-
Westinghouse	8	10	--	----	-	-----	7	6
Cox	9	13	50	1,350,000	2	11,300,000	5	7
Gannett	10	14	--	----	91	5,725,000	8	9
United/ChrisCraft	11	8	--	----	-	-----	-	-
S. Howard	12	15	17	350,000	20	1,520,000	2	3
Gaylord	13	16	--	----	-	-----	2	1
Hearst	14	18	4	40,000	14	1,040,000	4	3
Belo	15	20	--	----	7	450,000	2	2
Post-Newsweek	16	21	50	370,000	2	850,000	-	-
Gillett	17	25	--	----	-	-----	-	-
Lin	18	23	--	----	-	-----	5	5
Knight-Ridder	19	24	5	180,000	27	3,650,000	-	-
H & C	20	22	--	----	-	-----	-	-
Pulitzer	21	31	--	----	2	385,000	1	1
Times-Mirror	22	27	61	840,000	9	2,650,000	-	-
Meredith	23	28	--	----	-	-----	-	-
RKO	24	19	--	----	-	-----	6	6
Cosmos	25	40	--	----	-	-----	-	-

APPENDIX A

TV GROUPS RANKED BY NET WEEKLY CIRCULATION

(WITH FCC FORMULA TV HOUSEHOLD COVERAGE) (1-1-87) *

TV Group Owner	Rank 1987	Rank 1986	# of Stations	Net Weekly Circulation	Percent of U.S. NWC	Percent of U.S. FCC
Tribune Co.	1	1	6	21,143,800	24.1	18.69
Capital Cities/ABC	2	2	8	19,616,000	22.4	24.43
NBC/GE	3	4	6	17,176,600	19.6	21.01
Fox	4	5	7	15,704,000	17.9	19.39
CBS	5	3	4	15,282,300	17.4	19.46
Taft	6	6	12	10,771,200	12.3	10.84
Kohlberg, Kravis & Roberts	7	8	9	9,589,200	10.9	9.88
Westinghouse	8	9	5	9,224,500	10.5	10.11
Cox	9	10	8	8,606,300	9.8	8.91
Gannett	10	15	8	7,476,700	8.5	8.80
United/ Chris Craft	11	11	7	7,339,200	8.4	10.41
Scripps-Howard	12	12	9	7,060,900	8.1	7.59
Gaylord	13	13	7	6,662,300	7.6	7.21
Hearst	14	14	6	6,589,200	7.5	6.92
A. H. Belo	15	16	5	4,635,200	5.3	5.68
Post-Newsweek	16	19	4	4,361,500	5.0	4.72
Gillett	17	31	12	4,353,200	5.0	4.44
GROUPS WITH 2.5% TO 5.0% PENETRATION OF THE U.S. TV MARKET (NWC)						
Lin	18	21	7	4,193,200	4.8	4.66
Knight-Ridder	19	26	9	4,162,300	4.8	4.61
H&C Comm.	20	23	6	3,866,500	4.4	4.68
Pulitzer	21	22	8	3,463,900	4.0	3.13
Times-Mirror	22	18	4	3,409,200	3.9	4.04
Meredith	23	20	7	3,386,100	3.9	3.67
RKO General (1)	24	7	2	3,240,300	3.7	5.84
Cosmos	25	28	8	3,093,700	3.5	2.64
Allbritton	26	24	5	3,042,500	3.5	3.46
Viacom	27	37	5	2,898,700	3.3	3.09
Chronicle Broadcasting	28	27	5	2,811,700	3.2	3.25
Multimedia	29	29	5	2,734,200	3.1	3.05
X-Heritage	30	91	12	2,609,800	3.0	2.83
McGraw-Hill	31	30	4	2,572,900	2.9	3.08

* NWC is a measure of actual audience coverage. FCC is a measure of potential audience coverage with UHF discounted by 50%.

TV Group Owner	Rank 1987	Rank 1986	# of Stations	Net Weekly Circulation	Percent of U.S. NWC	Percent of U.S. FCC
Providence Journal	32	35	4	2,427,100	2.8	2.65
Rennaisance [Odyssey Ptn.]	33	41	5	2,395,900	2.7	2.68
Lee	34	38	8	2,367,700	2.7	2.67
+King	35	33	5	2,342,400	2.7	2.79
Hubbard	36	32	5	2,293,400	2.6	2.49
Park	37	34	7	2,186,200	2.5	2.17
TV Station Ptn.	38	44	6	2,182,800	2.5	1.54
GROUPS WITH 1.0% TO 2.5% PENETRATION OF THE U.S. TV MARKET (NWC)						
Malrite	39	47	5	2,020,200	2.3	1.92
N. Y. Times	40	48	5	1,983,700	2.3	1.59
Freedom Nprs.	41	58	5	1,834,000	2.1	1.87
Harte-Hanks	42	38	4	1,799,900	2.1	2.00
Adams TV	43	42	7	1,766,200	2.1	1.26
Fisher	44	40	2	1,763,300	2.0	2.26
Kelly	45	43	2	1,739,600	2.0	2.42
American Family	46	45	6	1,695,700	1.9	1.57
Camellia City [Matranga]	47	46	3	1,677,200	1.9	1.57
X-Lilly	48	125	5	1,633,500	1.9	1.89
Nationwide	49	51	4	1,627,600	1.9	2.04
Bonneville	50	49	2	1,594,600	1.8	2.02
Outlet(2)	51	17	2	1,581,600	1.8	1.39
+Home Shopping Network	52	--	9	1,574,000	1.8	11.54
Media General	53	52	3	1,573,500	1.8	1.97
Columbus Dispatch	54	50	2	1,546,800	1.8	1.67
Midwest Comm.	55	53	3	1,528,700	1.7	1.78
+Sinclair Bcst.	56	55	4	1,521,800	1.7	1.75
Grant	57	118	3	1,500,700	1.7	4.44
Koplar	58	54	2	1,464,700	1.7	1.73
Gateway	59	56	4	1,367,200	1.6	1.39
Bahakel	60	62	7	1,347,600	1.5	1.37
Standard Comm.	61	60	7	1,340,600	1.5	1.33
Midwest TV	62	61	4	1,308,500	1.5	1.39
+TVX Group	63	75	7	1,285,100	1.5	2.32
CBN	64	36	2	1,225,800	1.4	1.22
+Media Central	65	92	9	1,161,900	1.3	2.44
Citadel	66	97	6	1,159,700	1.3	1.43

TV Group Owner	Rank 1987	Rank 1986	# of Stations	Net Weekly Circulation	Percent of U.S. NWC	Percent of U.S. FCC
+Benedek	67	86	8	1,155,100	1.3	0.73
Jefferson-Pilot	68	65	2	1,153,700	1.3	1.23
News-Press & Gazette	69	79	6	1,143,100	1.3	0.96
Guy Gannett	70	66	4	1,127,100	1.3	1.03
Milwaukee Journal	71	64	3	1,126,200	1.3	1.30
+Lorimar - Telepictures	72	139	6	1,114,700	1.3	1.11
X-Smith Associates	73	--	5	1,102,000	1.3	1.37
Forward Communic. (2)	74	63	4	1,087,700	1.2	0.60
X-Diversified	75	119	5	1,075,400	1.2	0.77
Spartan Radio	76	68	3	1,061,500	1.2	1.03
Ackerley	77	70	5	1,045,600	1.2	2.24
Morgan Murphy	78	69	5	1,002,700	1.2	0.93
+Spanish Int'l.	79	72	7	1,000,000	1.1	9.39
Wilson	80	67	5	923,800	1.1	1.44
Charles Woods South	81	74	5	906,900	1.0	0.84
Bend Tribune	82	76	3	895,300	1.0	0.68
GROUPS WITH LESS THAN 1.0% PENETRATION (NWC)						
Price Comm.	83	77	3	799,900	0.9	1.16
Atlin (2)	84	--	2	795,400	0.9	1.17
Clay	85	80	4	779,200	0.9	0.69
Chase Comm.	86	--	2	777,000	0.9	0.81
Quincy Nprs.	87	78	4	774,700	0.9	0.65
Landmark	88	81	2	760,300	0.9	0.49
United Bcst.	89	113	3	746,000	0.9	0.84
Bostick/LBJ	90	83	4	732,300	0.8	0.56
Palmer	91	82	2	729,400	0.8	0.80
H-R Bcst.	92	--	2	728,700	0.8	0.72
Griffin	93	--	2	711,400	0.8	0.78
Meridian Group	94	115	2	702,600	0.8	0.59
Pappas	95	90	3	700,500	0.8	0.78
X-Retlaw	96	116	5	677,000	0.8	0.80
Toledo Blade	97	87	4	669,100	0.8	0.51
+Shamrock	98	106	6	657,400	0.8	0.48
Stauffer	99	112	9	654,100	0.7	0.57
Gilmore	100	88	3	653,800	0.7	0.57
Glazier	101	94	4	651,700	0.7	0.47
Birney Imes	102	99	3	612,000	0.7	2.61
Young	103	--	2	609,800	0.7	0.42

TV Group Owner	Rank 1987	Rank 1986	# of Stations	Net Weekly Circulation	Percent of U.S. NWC	Percent of U.S. FCC
X-McKinnon	104	101	3	607,700	0.7	0.58
Manship	105	100	2	592,700	0.7	0.50
+Burnham	106	124	5	592,200	0.7	0.49
Gray	107	107	3	587,800	0.7	0.45
Maine Bcst.	108	111	3	584,600	0.7	0.59
Beam	109	121	7	558,100	0.6	0.46
Pegasus	110	---	4	545,400	0.6	0.98
X-Miller	111	---	3	542,600	0.6	0.41
Lamco	112	120	3	542,400	0.6	0.51
Wisconsin TV Network	113	108	4	537,600	0.6	0.39
Harron	114	104	2	534,800	0.6	0.47
Evening Post	115	105	5	532,500	0.6	0.65
J. C. Lewis	116	110	3	527,100	0.6	0.38
Sarkes Tarzian	117	114	2	470,700	0.5	0.53
Draper	118	137	3	463,800	0.5	0.50
Marsh Media	119	122	5	431,700	0.5	0.60
F.H. Spain	120	117	2	419,200	0.5	0.44
Wooster Republican	121	144	4	412,100	0.5	0.40
X-Cannan	122	127	2	409,600	0.5	0.39
Buford	123	96	3	380,400	0.4	0.28
Asbury Park-Press	124	146	2	377,000	0.4	1.94
+Blair TV	125	84	4	375,900	0.4	7.16
Central Minn.	126	126	3	368,900	0.4	0.31
Everett	127	170	3	367,600	0.4	0.72
Civic	128	---	2	365,300	0.4	0.36
Wabash Valley	129	---	3	362,900	0.4	0.35
Williams Co.	130	---	2	357,400	0.4	0.15
X-Eugene TV	131	129	4	353,600	0.4	0.35
Beach-Schmidt (Kansas)	132	130	3	352,900	0.4	0.48
Plains	133	133	2	349,500	0.4	0.30
X-Cal-Oregon	134	131	4	346,200	0.4	0.49
Home News	135	132	2	345,500	0.4	0.29
+Family Group	136	---	3	336,500	0.4	0.53
Shively	137	98	2	323,600	0.4	0.36
Lanford	138	135	3	318,000	0.4	0.18
Sudbrink	139	---	3	311,800	0.4	0.92
R. H. Drewry	140	136	2	302,800	0.3	0.39
Robinson	141	---	2	295,900	0.3	0.71
Alden	142	---	2	295,200	0.3	0.81
Withers	143	142	4	266,000	0.3	0.18
Waterman	144	---	2	265,900	0.3	0.15
Forum Co.	145	143	4	253,500	0.3	0.40

TV Group Owner	Rank 1987	Rank 1986	# of Stations	Net Weekly Circulation	Percent of U.S. NWC	Percent of U.S. FCC
Pikes Peak	146	141	2	253,100	0.3	0.33
Morris	147	---	3	236,100	0.3	0.24
U.S. Comm.	148	---	2	234,200	0.3	0.21
Holsum	149	---	2	225,500	0.3	0.23
+K-2 Radio (Harris)	150	102	2	218,000	0.2	0.23
Seaway	151	147	2	209,100	0.2	0.32
+Le Sea	152	151	3	191,500	0.2	1.14
Brechner	153	---	2	191,300	0.2	0.14
Corpus Cbristi	154	148	2	184,800	0.2	0.24
Price Best.	155	---	2	180,100	0.2	0.44
Resort	156	---	2	174,600	0.2	0.11
United (Kenosha)	157	152	2	171,800	0.2	0.12
Precht	158	109	4	170,200	0.2	0.21
Broadcast Equities Cp.	159	---	2	165,500	0.2	0.37
+Hill	160	---	2	164,300	0.2	2.06
Meyer	161	155	4	147,000	0.2	0.16
Green Group	162	160	2	144,800	0.2	1.56
+SW Multimedia	163	---	3	141,400	0.2	0.19
+Investment Devel. & Management	164	---	3	141,000	0.2	0.29
Reitan	165	158	4	133,800	0.2	0.16
Hanna	166	175	2	130,600	0.1	0.43
+Christian TV Network	167	165	5	128,200	0.1	1.83
Sigma	168	163	2	128,100	0.1	0.08
Duhamel	169	162	4	119,200	0.1	0.09
+Wolf Group	170	---	3	109,600	0.1	0.30
+Trinity	171	150	10	106,900	0.1	10.31
+Carnex	172	---	2	95,900	0.1	0.45
First National Entertainment	173	---	4	72,900	0.1	0.10
+Dove (Carolina Christian)	174	166	4	69,700	0.1	0.70
+Flatley	175	---	2	69,100	0.1	1.60
+Aliza Corp.	176	---	2	65,800	0.1	2.85
+Sainte Best.	177	168	3	65,600	0.1	0.71
American Comm. & Television	178	175	2	60,800	0.1	0.45
+New Life	179	---	2	52,700	0.1	0.69
+Miami Valley Christian	180	---	2	29,500	0.03	0.63
+Fargo	181	---	3	20,600	0.02	0.12
+Tri-State Christian	182	172	2	14,300	0.02	0.43

TV Group Owner	Rank 1987	Rank 1986	# of Stations	Net Weekly Circulation	Percent of U.S. NWC	Percent of U.S. FCC
+Life Anew	183	174	2	4,300	0.01	0.27
+Alaska TV	184	175	3	N. A.	N. A.	N. A.
+All-American	184	---	3	N. A.	N. A.	N. A.
+Northern TV	184	175	2	N. A.	N. A.	N. A.
+American Colonial	184	175	2	N. A.	N. A.	N. A.

Total Number of Groups (Exclusive of Satellite-Only Group Operations): 187

NOTES

+ - Circulation data for one or more stations were not available.

X - Ownership of one or more stations is shared with another group.

* - Designates groups that are owned by or are affiliated with a newspaper publishing company.

(1) - The sale of WOR-TV, Secaucus, N.J. (New York City) from RKO General to MCA, Inc., was approved in late 1986. However, MCA had not assumed control of the station by January 1, 1987.

(2) - The Atlin, Forward, and Outlet groups are owned in varying percentages by Wesray, Inc. Collectively these groups operate eight stations with a combined net weekly circulation of 3,464,700, or 3.9% of the total TV households. Their market reach (FCC formula) is 3.16%.

(3) - Certain partners/shareholders have minority interests in other stations.

APPENDIX B

1986-87 ADI MARKET RANKINGS AND PERCENT OF U.S. TV HOUSEHOLDS TOP-100 MARKETS

(1986-87 Arbitron Television Markets and Ranking Guide)

ADI Rank	Market	% of U.S.
1	New York	7.78
2	Los Angeles	5.17
3	Chicago	3.50
4	Philadelphia	3.01
5	San Francisco	2.37
6	Boston	2.33
7	Detroit	1.92
8	Dallas-Ft. Worth	1.83
9	Washington, D.C.	1.78
10	Houston	1.66
11	Cleveland	1.61
12	Atlanta	1.40
13	Pittsburgh	1.38
14	Miami	1.37
15	Minneapolis-St. Paul	1.37
16	Seattle-Tacoma	1.36
17	Tampa-St. Petersburg	1.24
18	St. Louis	1.20
19	Denver	1.17
20	Sacramento-Stockton	1.06
21	Baltimore	1.02
22	Phoenix	1.02
23	Hartford-New Haven	.94
24	Indianapolis	.93
25	San Diego	.93
26	Portland, OR	.90
27	Orlando-Daytona Beach-Melbourne	.86
28	Cincinnati	.81
29	Kansas City	.81
30	Milwaukee	.80
31	Nashville	.78
32	Charlotte	.76
33	New Orleans	.74
34	Columbus, OH	.74
35	Raleigh-Durham	.71
36	Buffalo	.70
37	Oklahoma City	.70
38	Greenville-Spartanburg-Asheville	.70
39	Memphis	.67
40	Grand Rapids-Kalamazoo-Battle Creek	.67
41	Salt Lake City	.66

ADI Rank	Market	% of U.S.
42	Providence-New Bedford	.65
43	Birmingham	.63
44	San Antonio	.61
45	Harrisburg-York-Lancaster-Lebanon	.60
46	Norfolk-Portsmouth-Newport News-Hampton	.60
47	Charleston-Huntington	.59
48	Dayton	.58
49	Louisville	.58
50	Greensboro-Winston Salem-High Point	.58
51	Albany-Schenectady-Troy	.55
52	Tulsa	.53
53	Little Rock	.52
54	W. Palm Beach-Ft. Pierce-Vero Beach	.51
55	Mobile-Pensacola	.50
56	Flint-Saginaw-Bay City	.49
57	Jacksonville	.49
58	Wichita-Hutchison	.48
59	Wilkes Barre-Scranton	.48
60	Richmond	.47
61	Knoxville	.47
62	Shreveport-Texarkana	.47
63	Fresno-Visalia	.46
64	Toledo	.45
65	Albuquerque	.44
66	Des Moines	.43
67	Syracuse	.43
68	Green Bay-Appleton	.41
69	Omaha	.40
70	Rochester, NY	.40
71	Roanoke-Lynchburg	.39
72	Austin, TX	.38
73	Lexington	.37
74	Davenport-Rock Island-Moline	.37
75	Cedar Rapids-Waterloo-Dubuque	.37
76	Springfield-Decatur-Champaign	.37
77	Paducah-Cape Girardeau-Harrisburg-Marion	.36
78	Spokane	.36
79	Portland-Poland Spring	.35
80	Chattanooga	.34
81	Tucson	.34
82	Bristol-Johnson City-Kingsport	.33
83	Springfield, MO	.32
84	South Bend-Elkhart	.32
85	Jackson, MS	.32

ADI Rank	Market	% of U.S.
86	Johnstown-Altoona	.32
87	Youngstown	.31
88	Columbia, SC	.31
89	Huntsville-Decatur-Florence	.30
90	Evansville	.30
91	Baton Rouge	.30
92	Lincoln-Hastings-Kearney	.29
93	Burlington-Plattsburgh	.28
94	Las Vegas	.26
95	Waco-Temple	.26
96	Greenville-Washington-New Bern	.26
97	Fort Wayne	.25
98	Sioux Falls-Mitchell	.25
99	Augusta, GA	.25
100	Colorado Springs-Pueblo	.25